

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Original) A method to register business directory listing and advertisements comprising the acts of:

(a) providing a directory of business listings and advertisements comprising a tree having editorial nodes having labels representative of business categories, said leaf level editorial nodes having SIC base business listings associated therewith, said business directory capable of storing business listings according to said business categories;

(b) accepting at least one request to store a desired business listing and/or advertisement,

said request indicating at least one of said business categories for association therewith; and

(c) storing said business listings according to said business categories.

2. (Original) The method recited in claim 1, wherein said business listings comprise data elements, said data elements indicative of various information relevant to a business.

3. (Original) The method recited in claim 1, wherein said business directory listings and advertisements reside in a data store having a plurality of tables that define the display of said business directory listings.

4. (Original) The method recited in claim 1, wherein said advertisements are stored according to predefined packages, said packages indicating the scope and extent for display.

5. (Original) A computer-readable medium bearing computer-readable instructions for instructing a computer to carry out the steps recited in claim 1.

6. (Original) A system for the registration of business directory listings and advertisements comprising:

a registration engine, said registration engine having a set of adaptable instructions to procure and format business directory listing data in accordance to a predefined set of business categories, said business categories indicative of a editorial nodes of a data business data taxonomy tree; and

a business directory listing data store capable of storing said business directory listing data according to said business categories and cooperating with said registration engine to accept, maintain, and retrieve business directory listing data for display.

7. (Original) The system recited in claim 6, wherein said registration engine further cooperates with a computing application having a user interface to accept instructions for the manipulation and display of data.

8. (Original) The system recited in claim 7, wherein said user interface comprises a business directory listing registration interface allowing the inputting of business directory listing registration data.

9. (Original) The system recited in claim 8, wherein said registration engine determines the business categories to associate to said business listings according to category preference information provided by said cooperating computing application.

10. (Original) The system recited in claim 6, wherein said registration engine comprise a business directory listing server running a listing registration computing application and connected to the Internet.

11-19 (Canceled).

20. (Original) A system for the registration of business listings and advertisements comprising:

a means for providing a directory of business listings and advertisements comprising a tree having editorial nodes having labels representative of business categories, said leaf level editorial nodes having SIC base business listings associated therewith, said business directory capable of storing business listings according to said business categories;

a means for accepting at least one request to store a desired business listing and/or advertisement, said request indicating at least one of said business categories for association with; and

a means for storing said business listings according to said business categories.